MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BKE2014 – DIGITAL ECONOMY

(All sections / Groups)

3 OCTOBER 2023
9.00 am to 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of Two **(2)** pages excluding the cover page with **FOUR (4)** questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION 1

(a) Identify **THREE (3)** challenges that Malaysia faces in developing its Digital Economy with examples and potential solutions for each challenge.

(15 marks)

(b) Analyse the concept of data privacy and identify the challenges and measurement in the digital economy.

(10 marks)

(Total: 25 marks)

QUESTION 2

(a) Examine the socioeconomic impact both opportunities and challenges on the digital economy on employment and labour force in Malaysia.

(15 marks)

(b) Analyse TWO (2) roles of artificial intelligence (AI) and automation in the transformation of Malaysia's manufacturing sector with examples of company.

(10 Marks)

(Total: 25 marks)

QUESTION 3

(a) Examine the impact of climate change on public safety within Malaysia's Digital Economic Progress.

(12 marks)

(b) Evaluate the effects of the digital divide on different segments of Malaysian population and strategies adopt to bridge this divide to ensure inclusive digital growth.

(13 marks)

(Total: 25 marks)

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QUESTION 4

(a) Analyze the potential impact of emerging technologies, such as 5G networks, the Internet of Things (IoT) and Artificial intelligence (AI) on the development of smart cities in Malaysia.

(15 marks)

(b) Examine the role of any two technologies in Malaysia's response to the COVID -19 pandemic.

(10 marks)

(Total: 25 marks)

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